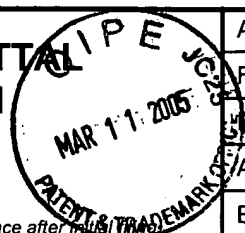
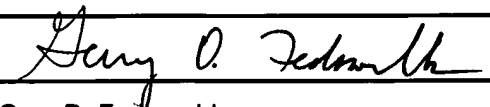


JPL

TRANSMITTAL FORM  <i>(to be used for all correspondence after this date)</i>	Application Number	09/479,918
	Filing Date	January 10, 2000
	First Named Inventor	Corey E. Klatt
	Art Unit	3624
	Examiner Name	E. Colbert
Total Number of Pages in This Submission	Attorney Docket Number	004944.85635

ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Copy of Request For Reconsideration filed 7/20/04
Remarks 		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm	Banner & Witcoff, LTD.		
Signature			
Printed Name	Gary D. Fedorochko		
Date	March 11, 2005	Reg. No.	35,509

CERTIFICATE OF TRANSMISSION/MAILING			
I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.			
Signature			
Typed or printed name		Date	

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Corey E. KLATT ET AL.

Serial No. 09/479,918

Filed: January 10, 2000

For: **SYSTEM AND METHOD OF USING A
SALES MANAGEMENT SYSTEM TO
GENERATE PRINTED PRODUCTS**

)
)
) Group Art Unit: 3624
)
) Examiner: E. Colbert
)
) Atty. Dkt. No. 004944.85635
)
)

RESPONSE AND REQUEST FOR RECONSIDERATION

U.S. Patent and Trademark Office
Customer Service Window, Mail Stop Amendment
Randolph Building
401 Dulany Street
Alexandria, VA 22314

Sir:

This paper is responsive to the non-final Office Action mailed December 15, 2004.

Claims 1-32 remain pending.

Applicants wish to thank the Examiner for the courtesies extended to the undersigned during the informal telephone interview of March 10, 2005. The undersigned advised the Examiner that the rejections made in the instant office action were substantially, if not wholly, identical to those made to the identical claims in the office action (paper no. 11) mailed January 20, 2004. Further, applicants informed the Examiner that in response to paper no. 11, applicants filed a Request for Reconsideration on July 20, 2004 addressing the rejections. A copy of the Request for Reconsideration is attached and is herein incorporated by reference. During the

telephone conference, the Examiner indicated that a copy of the Request for Reconsideration was not scanned and that she did not have access to this document.

In response to the Request For Reconsideration, the Examiner issued a non-final office action on August 24, 2004 (paper no. 081804) acknowledging the Request For Reconsideration, withdrawing the rejections made in paper no. 11, and making only an obviousness-type double patenting rejection. In response, applicants filed a Response to Office Action and Terminal Disclaimer. The Examiner replied with the instant non-final office action making the same rejections that were previously addressed and overcome by the Request for Reconsideration.

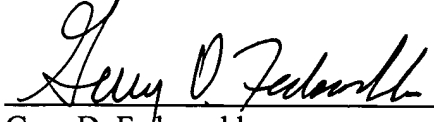
In light of the above, Applicants respectfully request that the Examiner fully consider the arguments presented in the instant Request for Reconsideration, which incorporates the previous Request for Reconsideration by reference. In the event that the Examiner determines that a Notice of Allowance is not appropriate in response to this reply and decides to issue an office action, applicants respectfully submit that any such office action must be non-final. Alternatively, applicants request withdrawal of the instant office action in view of the aforementioned facts.

All of the rejections having been addressed, Applicant respectfully requests allowance of the present application and timely notification of the same. Should the Examiner have any questions or comments, the Examiner is invited to contact the undersigned at the number below.

Dated: 3/11/05

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Suite 1100
Washington, D.C. 20001
(202) 824-3000

Respectfully submitted,

By: 
Gary D. Fedorochko
Registration No. 35,509